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I hereby certify that this paper and every
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P.O. Box 1450, Alexandria, VA 22313-1450.

Dated: August 30, 2006 (Date of Deposit) 16 (No. of pages)

EDMOND A. DEFRANK

By

Signature

PATENT APPLICATION
Attorney Docket No: 10002991-1

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:
Daniel C. Castle

Serial No.: 09/738,199

Group Art Unit: 3622

Filed: December 15, 2000

Examiner: Y. Retta

For: **METHOD AND APPARATUS TO MAXIMIZE
ADVERTISING REVENUE**

PRELIMINARY AMENDMENT

Hon. Commissioner for Patents
Box RCE
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action dated May 30, 2006, please amend the above-
identified application as follows:

Amendments to the Claims are reflected in the listing of the claims which begins on page 2
of this paper.

Remarks/Arguments begin on page 10 of this paper.